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In re application of: Keith G. Lintott

Appl. No.: 10/693,739

Filed: October 24, 2003

For: Chrysanthemum Plant Named 'Starlet  
Pink'

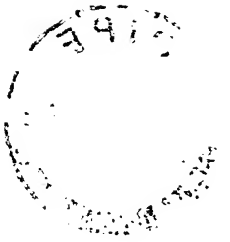
Art Unit: 1661

PTO Confirmation No.: 3121

Examiner: Annette H. Para

Atty. Docket: 10451.0059.NPUS01

**DECLARATION OF PETER HESSE**



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## DECLARATION

I, Peter Hesse, hereby declare as follows:

1. I make this declaration based upon my own personal knowledge and if called as a witness I could and I would competently testify to the facts set forth below.

2. I was the Marketing Manager of Royal Van Zanten LLC (formerly known as Van Zanten North America) from July 1, 2000, until the company ceased its U.S. operations in early 2004. Royal Van Zanten, located in Nipomo, California, produced and sold Chrysanthemum cuttings for pots, cuts and gardens.

3. During the time that I was Marketing Manager, Royal Van Zanten was the exclusive U.S. distributor for Chrysanthemum varieties developed by Cleangro Ltd, located in Chichester, West Sussex, United Kingdom. The Chrysanthemum varieties distributed by Royal Van Zanten were sold in the United States directly to a limited number of customers by Royal Van Zanten and through Ball Seed Company, Chicago, Illinois, as the exclusive U.S. sales representative for Cleangro Ltd.

4. Royal Van Zanten advertised its stock of Chrysanthemum varieties by catalog, including the Royal Van Zanten Garden Mum Catalog 2002 ("the Garden Mum Catalog"). A copy of the Garden Mum Catalog is attached to this declaration as Exhibit A.

5. An investigation performed with my assistance has shown the following: the Garden Mum Catalog was printed for Royal Van Zanten and delivered on or about October 12, 2001. Copies of the Garden Mum Catalog were given to sales representatives of Ball Seed at a conference in Chicago on or about Wednesday, October 17, 2001. A draft mailing list for distribution of the catalog by Royal Van Zanten to potential customers was first created at Ball Seed as a spreadsheet on Friday, October 22, 2001. A letter to be inserted into the catalog for distribution was created at Ball Seed as a Microsoft WORD document on Monday, October 22, 2001. (See Exhibit B) Thus the

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catalog would not have been ready for distribution to potential customers prior to at least Tuesday October 23, 2001.

6. Pricing information for the varieties listed in the Garden Mum Catalog was not included with the catalog shipped to potential customers. Pricing could be obtained and orders made by contacting Ball Seed or through its website. A select few customers could obtain pricing information and order directly from Royal Van Zanten.

7. To the best of my knowledge, the standard business practice at Royal Van Zanten for distributing catalogs such as the Garden Mum Catalog in the United States was to send the catalogs as bulk mail at the Standard Mail through the United States Post Office.

8. Information obtained from the United States Postal Service regarding Standard Mail shipping for catalogs of the size and weight of the Garden Mum Catalog shows the speed of delivery to be at least 2-9 days for locations throughout the United States. According to the United States Postal Service, this would have applied in 2001 also.

9. As far as I am aware, the Garden Mum Catalog was the first published disclosure in the United States by Royal Van Zanten or Ball Seed for at least the following Chrysanthemum varieties shown in the catalog: Allegro, Dove Bronze, Follies, Jenny Wren Crimson, Peacock VZ Royal, Rio Dark, Starlet Bronze, Starlet Pink and Starlet White.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

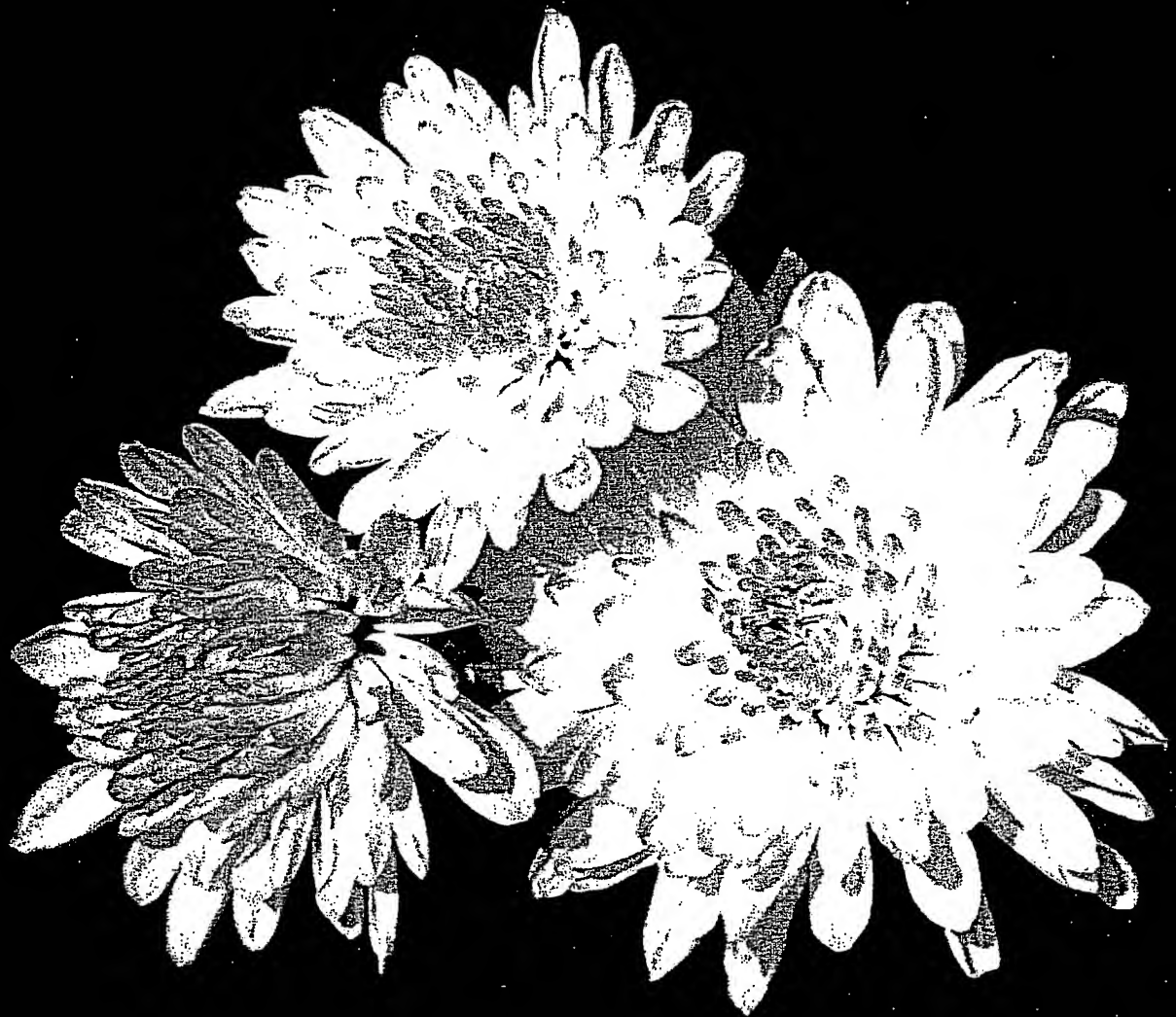
Executed on May 24, 2004, in Nipomo, California.

  
PETER HESSE

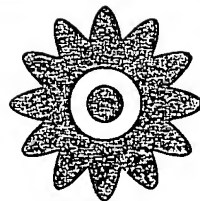
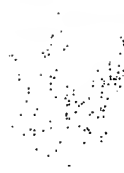
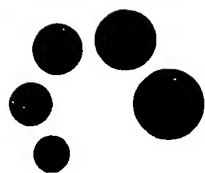
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# Showmakers



Gardenmum Catalog 2002



**RoyalVanZanten**  
surprising nature

Dear Growers,

We are proud to introduce you to our company,

On July 1st, 2000, Van Zanten Cuttings B.V. (Hillegom, the Netherlands), started a "New" venture in Nipomo, CA. Nipomo was selected because of its unique climate; Moderate temperatures all year round, more than 320 days of sunshine and exceptional water quality. Royal Van Zanten LLC, produces and sells Chrysanthemum cuttings for pots, cuts, and gardens.

In cooperation with 2 world famous Chrysanthemum breeders; the Chrysanthemum Breeders Association (CBA) in Rijssenhou, the Netherlands and Cleangro in Chichester, United Kingdom; Royal Van Zanten will be introducing an exclusive and extensive "State of the Art" product line.

With the needs of the grower in mind, we have developed a complete range of grower varieties. Our garden mum breeding program selects from 35,000 to 45,000 seedlings annually, to bring the very best colors, flower forms and habits to the market. We are doing extensive testing of these selections in North America and Canada.

Our **Showmakers** are divided in three groups, with different characteristics. This will make it easy for you to pick the varieties that will suit your purpose. In this catalog you will find a ton of introductions that will bring new excitement to the market.

New pot mum varieties for any size pot are here today, that are easy to grow, free branching and do not need any disbudding. Ask for our pot mum catalog if you are interested.

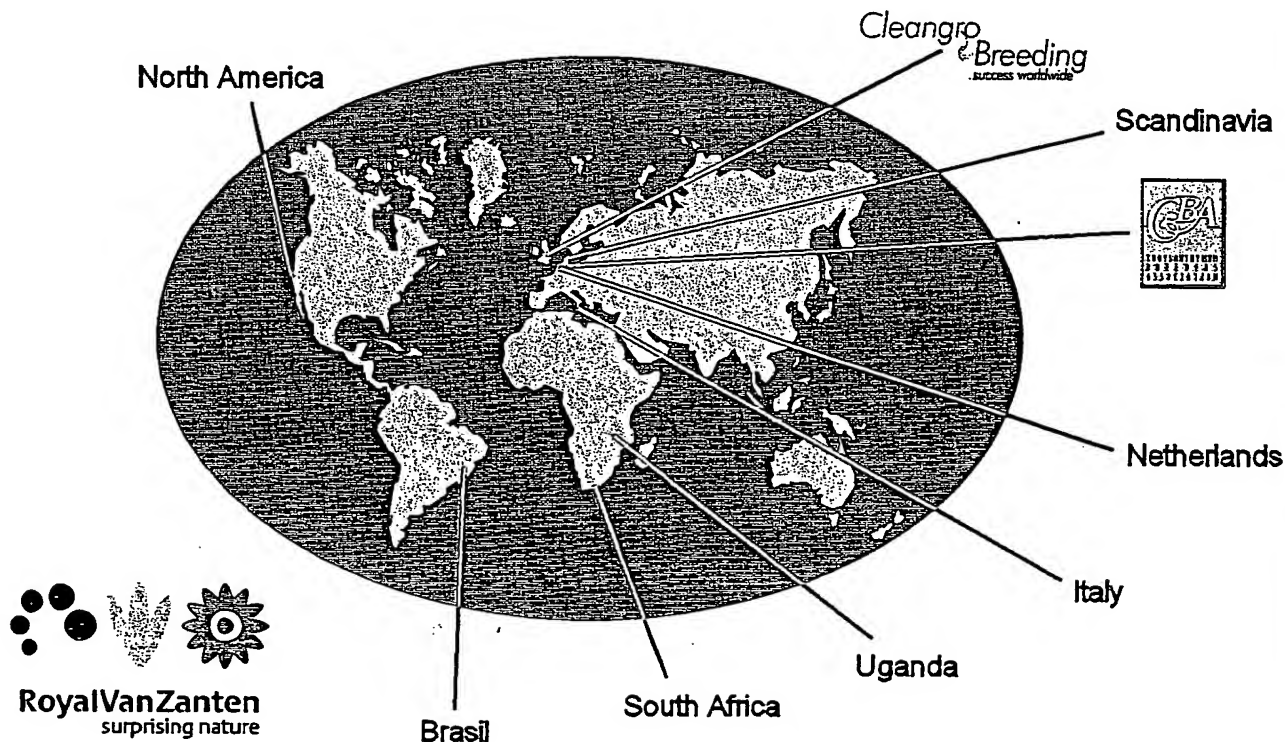
Royal Van Zanten is world reknown for its excellence in cut mums. Our Reagan family of daisies and new novelties will fill your greenhouses with the colors and forms that sell.

Royal Van Zanten, headquartered in Hillegom, the Netherlands, is active worldwide in the breeding, propagation and sale of plant material for floriculture; Including alstroemeria, freesias, lilies, tulips, and specialty items. In the last 2 decades, Royal Van Zanten has become the largest supplier of Chrysanthemum cuttings in the world.

We look forward to our future together !

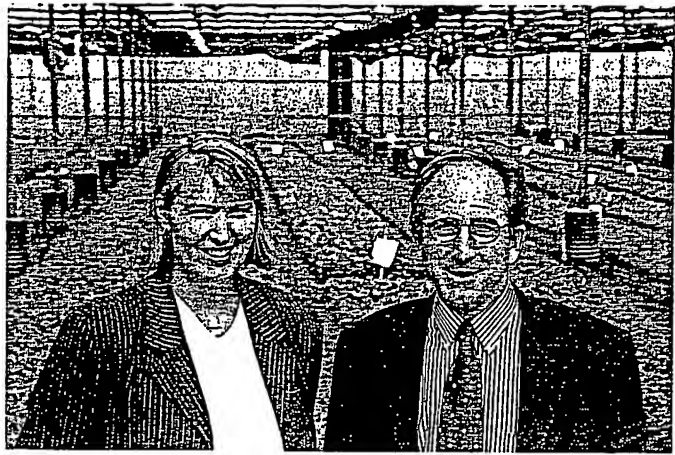
Jolanda Tas  
Managing Director

Peter Hesse  
Marketing Manager



# The different faces of Royal Van Zanten

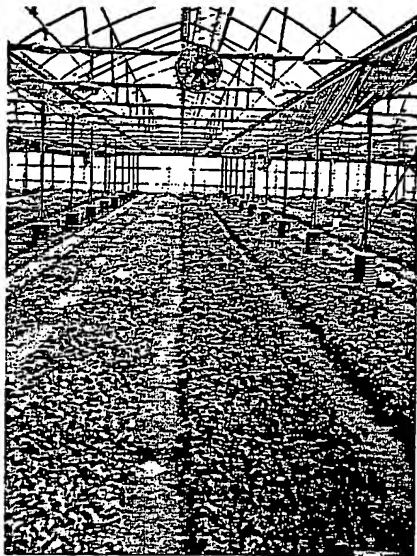
Management



Jolanda Tas  
Managing Director

Peter Hesse  
Marketing Manager

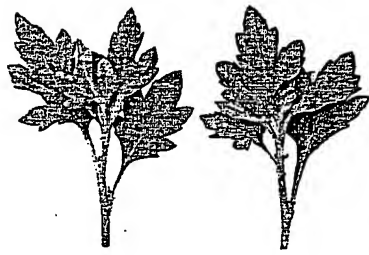
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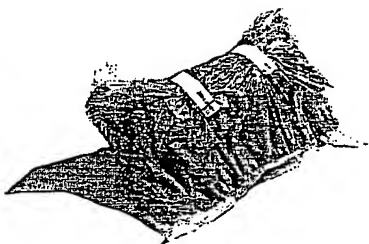
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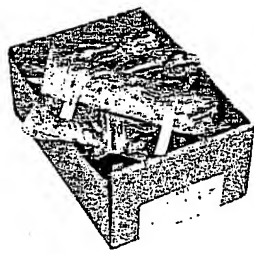
Maria Gutierrez    Office Manager  
Isabel Zavala       Orders/Shipping  
Janneth Garibay    Customer Service



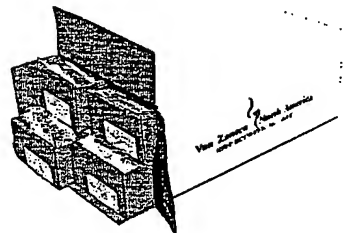
Cuttings



Packaging cuttings



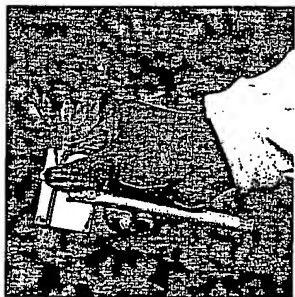
Insert boxes



Shipping box (4000 cuttings)



Picking



Grading cuttings while  
picking by using knives



Coldstore



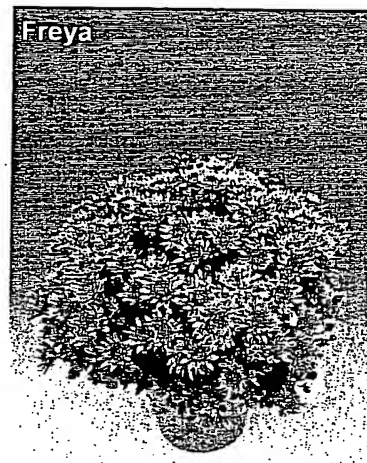
Shipping



# Showmakers™

## Grandiflora

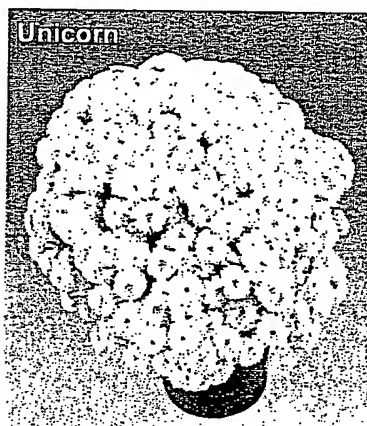
Showmaker Grandifloras are the classic garden mums we all love and our customers prefer. Large flowers in decorative, daisy and novel forms in all colors. Bred for brilliance and durability for increased sales and customer satisfaction. They may be grown in packs, pots, or nursery containers and will create an excellent and exciting garden mum season.



Freya

## Multiflora

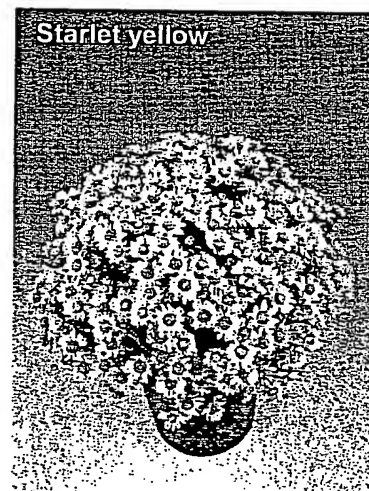
Our Showmaker Multifloras have intermediate size flowers and are available in many flower forms and colors. They are extremely floriferous. Finished plants display thousands of flowers in excellent round habits. They are very weather resistant with strong, but flexible stems that resist breakage during shipping and handling. Great for all size containers.



Unicorn

## Multimini

Our newest introduction class is the Multimini. The plants grow and produce a multitude of mini flowers in incredible ball shaped displays. They may be grown in a multiple size of pots for multiple uses, for multiple sales, and multiple profits. Weather resistant with flexible stems for improved shipping and handling. Super for small pots, pans, and bowls. Grow these new varieties to create excitement and improve your variety mix.



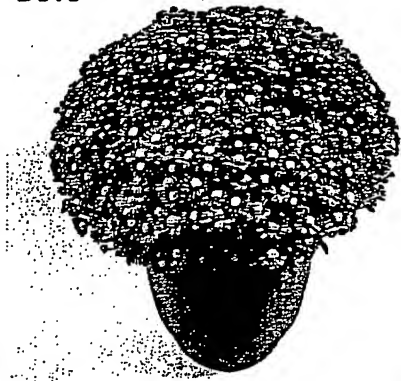
Starlet yellow



Dove



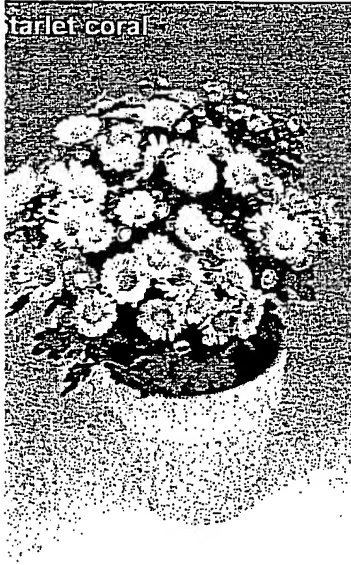
Starlet pink



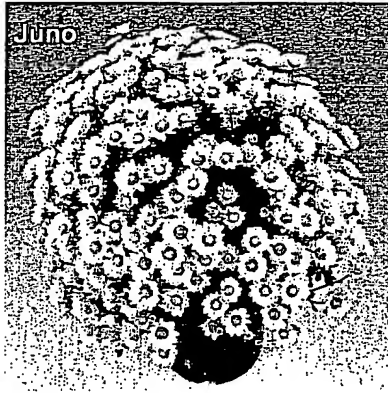
Starlet iv



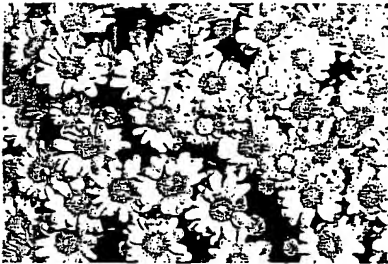
Juno



Starlet coral



Also excellent as springmums!



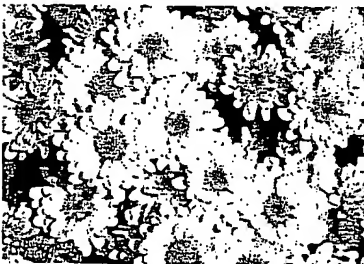
Starlet yellow



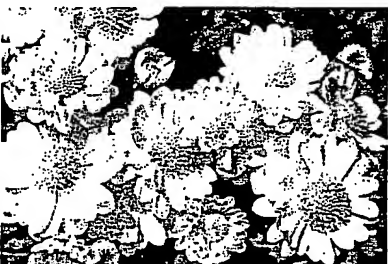
Starlet coral



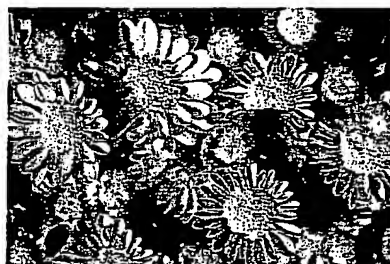
Starlet pink



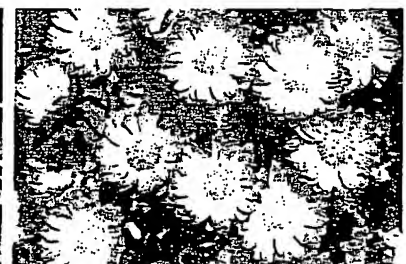
Starlet ivory



Phoebe



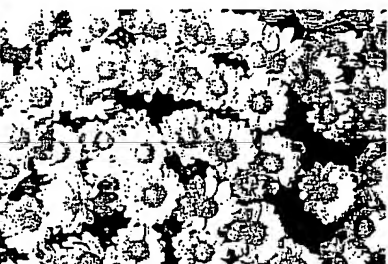
Starlet bronze



Starlet blush



Starlet white



Juno

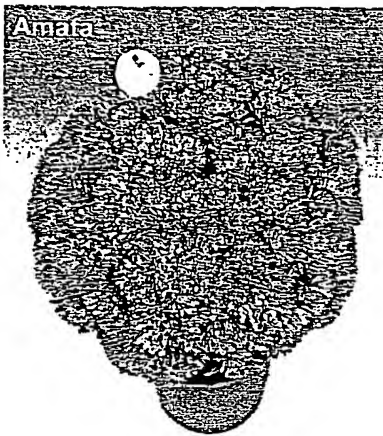
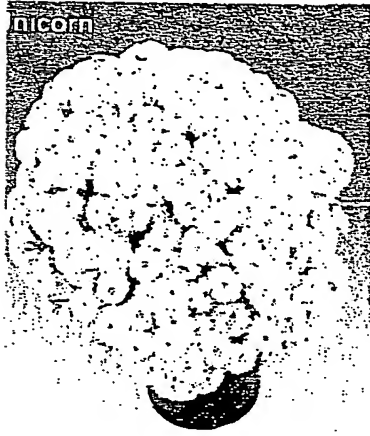


Dove bronze

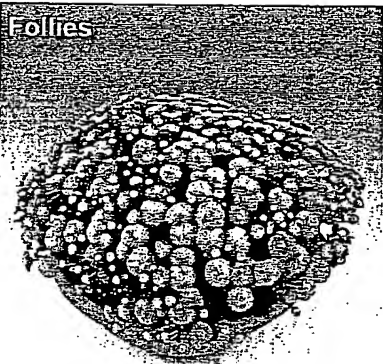
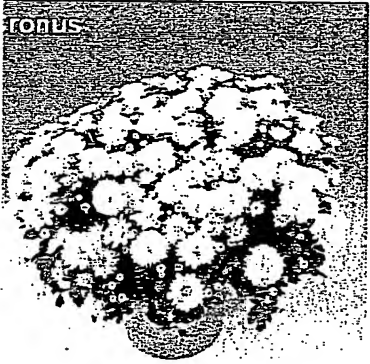
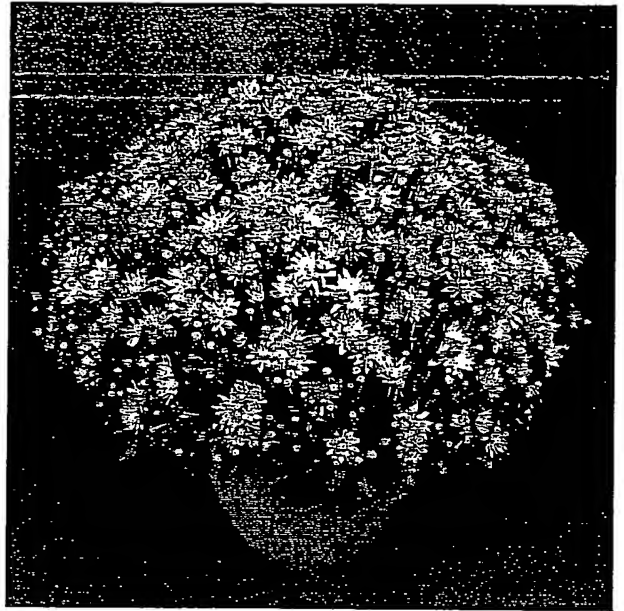


Dove

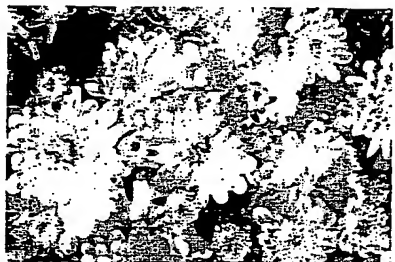
Showmakers<sup>TM</sup>  
Multiminini



Goldfinch



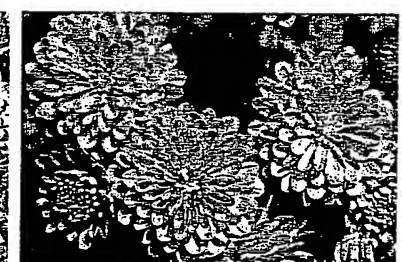
nicorn



Nighthawk lemon



Medusa



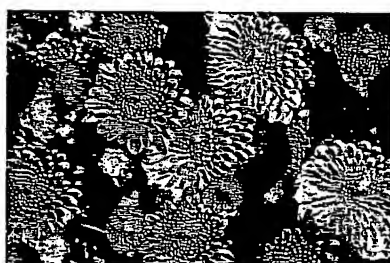
Nighthawk



itan



Goldcrest



Allegro



Mars



Idea



Cronus



Amata

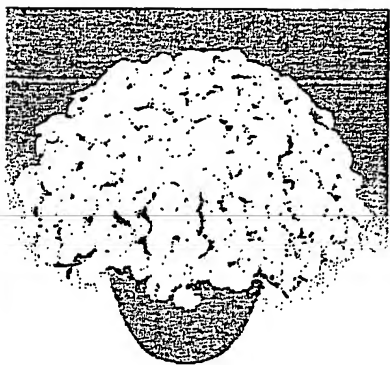


Manakin

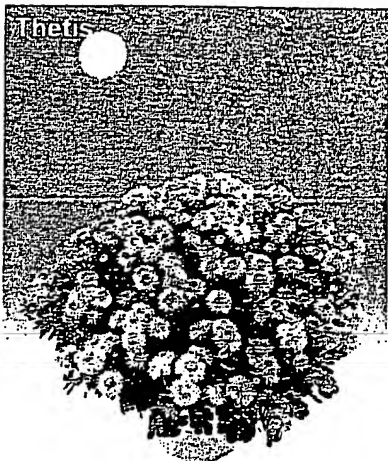
★ Showmakers ★  
★  
★  
★  
*Multiflora*



Odysseus



Thetis



Echo



Fame



Jason



Odysseus



Firecracker



Helios



Odin



Ossa



Castor



Echo



Cockatoo



Minerva



Xanthus



Feniks



Aurora white



Egret



Thetis



Luna

Showmakers<sup>®</sup>

Grandiflora

# Grandiflora

name	color	flower	vigor	response	RT	patent	remark
Arora White	White	Daisy	M	E	7	USPPP	Spoontype daisy
Blackatoo	White	Daisy	M	E	7	USPPP	Midsized daisy
Bison	White	Daisy	T	E	7	USPPP	Very big white duplex daisy
Fin	White	Daisy	M	VE	6	USPPP	Midsized daisy
Hor Spider White	White	Decorative	M	M	7	USPPP	True white spider decorative
Hor White	White	Decorative	M	M	7	USPPP	Part of Amor family
Inerva	White	Decorative	M	VE	6	USPPP	Midsized decorative
Jysseus	White	Decorative	M	M	8	USPP 11,637	Lots of smaller decorative flowers
Issa	White	Decorative	M	VE	6	USPPP	Nice decorative with cream eye
Jret	Cream	Decorative	M	E	7	USPP 10,214	Cream/white, lots of flowers
Indpiper	Cream	Decorative	M	L	8	USPP 10,452	Cream/coral, lots of flowers
reocracker	Yellow	Daisy	M	E	7	-	Midsized daisy
Inthus	Yellow	Daisy	M	VE	6	USPP 11,625	Attractive yellow daisy
Hor Yellow/White	Yellow	Decorative	M	M	7	USPPP	Special 2-tone flower
Istor	Yellow	Decorative	T	E	7	USPPP	Great flower
Ietis	Yellow	Decorative	T	VE	6	USPPP	2-tone with attractive orange eye
Sho	Bronze	Daisy	M	M	7	USPPP	Tan daisy with dark red buds
Ime	Bronze	Daisy	T	M	7	USPPP	Red/bronze daisy
Illos	Bronze	Daisy	S	VE	6	USPPP	Midsized daisy
Iniks	Bronze	Decorative	M	L	8	USPPP	Golden yellow/bronze
Una	Bronze	Decorative	M	E	7	USPPP	2-tone bronze, light with dark orange center
Ngfisher	Bronze	Decorative	T	L	8	USPP 1,497	Nice orange/bronze midsized decorative
Ina	Bronze	Decorative	M	M	7	USPPP	Golden yellow/bronze
Jadrunner	Bronze	Decorative	M	E	7	USPP 11,298	Light bronze
Gos	Orange	Decorative	M	VE	6	USPPP	Light orange, excellent color retention
Ior	Orange	Decorative	T	E	7	USPPP	Pumpkin orange
Eya	Salmon	Decorative	M	E	7	USPPP	Nice big decorative
Ivebird	Salmon	Decorative	M	M	8	USPP 11,301	Bronze/Salmon small decorative
Ieron	Salmon	Decorative	M	M	8	USPP 11,659	Coral/salmon
Hor Coral	Coral	Decorative	M	E	7	USPPP	Attractive color, part of Amor family
Arora Pink	Pink	Daisy	M	E	7	USPPP	Spoontype daisy
Orthic	Pink	Daisy	M	E	7	-	Dark pink daisy
Each Light	Pink	Daisy	M	E	7	USPPP	Peach/pink, striking color
Hor Pink	Pink	Decorative	M	M	7	USPPP	Part of Amor family
Hor Dark Pink	Pink	Decorative	M	M	7	USPPP	Part of Amor family
Ires	Pink	Decorative	T	M	7	USPPP	2-tone pink with white center
o Dark	Pink	Decorative	T	L	8	USPPP	Semi decorative
ylark	Pink	Decorative	M	L	8	USPP 10,195	Bright pink
Ilabub	Purple	Anemone	T	M	7	USPPP	Spoon anemone
Arora Purple	Purple	Daisy	M	E	7	USPPP	Spoontype daisy
Ionis	Purple	Decorative	M	VE	6	USPPP	Dark purple
Ipido	Purple	Decorative	M	VE	6	USPPP	Light purple
lphi	Purple	Decorative	M	E	7	USPPP	Good flower, good habit
ermes	Purple	Decorative	M	E	7	USPP 11,717	Midsized decorative
is	Purple	Decorative	M	L	8	USPP 11,254	Deep purple
rikeet	Purple	Decorative	S	L	8	USPP 11,586	Deep purple
rena	Purple	Decorative	M	E	7	USPPP	Light purple
inus	Purple	Decorative	M	M	7	USPPP	Very deep striking purple

Listing—Showmakers



# Grandiflora

name	color	flower	vigor	response	RT	patent	remark
Commedienne	Red	Anemone	T	L	8	USPPP	Bright red with striking yellow center
Nightingale	Red	Button	T	M	8	USPPP	Upright plantshape
Cyclops	Red	Daisy	M	M	7	USPPP	Duplex daisy
Jenny Wren	Red	Decorative	M	E	7	USPP 10,213	Nice red decorative, upright plant
Peacock VZ Royal	Red	Decorative	M	M	7	USPPP	Nice deep velvet red
Pluto	Red	Decorative	T	E	7	USPPP	Upright plantshape
Red Start	Red	Decorative	M	L	8	USPP 10,217	Bronze/red small decorative
Jenny Wren Crimson	Maroon	Decorative	M	M	7	USPPP	Deep color, good color retention
Mithra	Maroon	Decorative	M	M	7	USPPP	Very attractive color, good color retention

# Multiflora

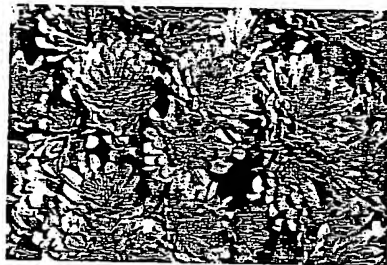
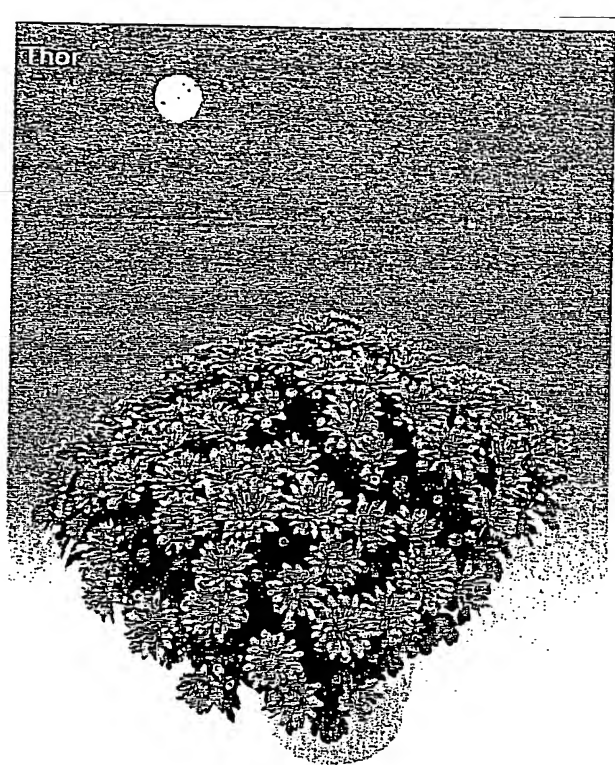
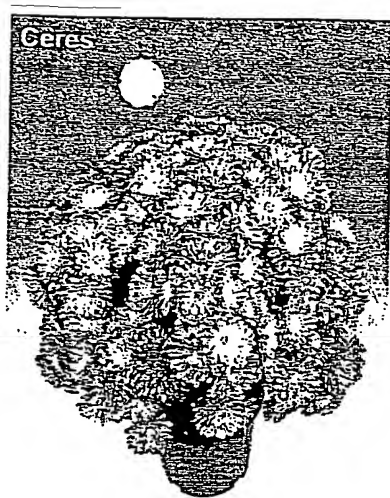
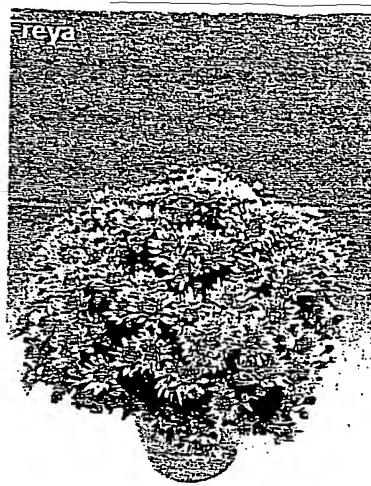
name	color	flower	vigor	response	RT	patent	remark
Unicorn	White	Button	M	M	7	USPPP	2-tone button with cream center
Titan	White	Daisy	M	E	7	USPPP	Nice white daisy with pink buds
Nighthawk Lemon	Yellow	Decorative	M	E	7	USPPP	Lemon/yellow
Cronus	Yellow	Decorative	M	M	7	USPPP	Bright sunny decorative
Gold Crest	Yellow	Decorative	M	E	7	USPP 11,606	Excellent breaking
Gold Finch	Yellow	Decorative	M	M	8	USPP 10,463	Midsize decorative
Mars	Orange	Daisy	M	L	8	USPPP	2-tone duplex daisy
Medea	Salmon	Daisy	S	VE	6	USPPP	Lots of flowers
Follies	Pink	Button	M	L	8	USPPP	Nice 2-tone with green center, tons of flowers
Nighthawk	Pink	Decorative	M	E	7	-	Small decorative
Medusa	Pink	Decorative	M	M	7	USPPP	Beautiful dark eye
Allegro	Purple	Button	M	L	8	USPPP	Tons of flowers
Amata	Purple	Decorative	M	M	7	USPPP	Green center, special flower
Manakin	Red	Decorative	M	M	8	USPP 11,521	Deep red

# Multimini

name	color	flower	vigor	response	RT	patent	remark
Starlet Ivory	White	Daisy	S	E	7	USPPP	Pure white with dark eye, no pollen
Starlet White	White	Daisy	M	M	7	USPPP	Flower starts cream turns white
Juno	Yellow	Daisy	M	M	7	USPPP	Bright sunny daisy
Phoebe	Yellow	Daisy	M	M	8	USPPP	Bright yellow little flower
Starlet Yellow	Yellow	Daisy	S	E	7	USPPP	Tons of small daisy flowers
Starlet Bronze	Bronze	Anemone	M	M	7	USPPP	Red buds with bronze daisies
Dove Bronze	Bronze	Daisy	S	VE	6	USPPP	Small bronze daisy, lots of flowers. Excellent for 5" pots
Starlet Coral	Coral	Daisy	S	M	7	USPPP	Light coral, cute daisy
Dove	Pink	Daisy	M	VE	6	USPPP	Small pink daisy, lots of flowers
Starlet Blush	Pink	Daisy	M	M	7	USPPP	Pink with bright yellow center, surrounded by a white ring
Starlet Pink	Pink	Daisy	S	M	7	USPPP	Light pink daisy with dark pink buds

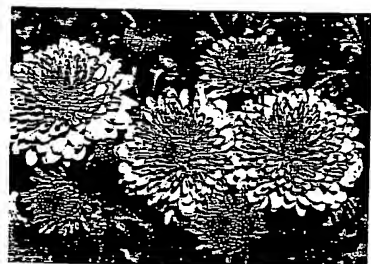
Vigor  
Response  
RT

S-Small, M-Medium, T-Tall  
VE-Very Early, E-Early, M-Medium, L-Late  
Response Time



Landpiper

Argos



Luna



Thor



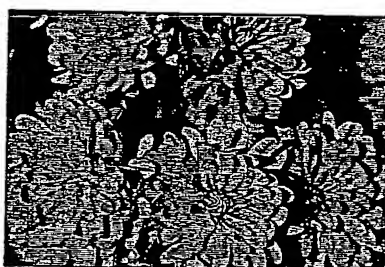
Peach Light



Ceres



Roadrunner



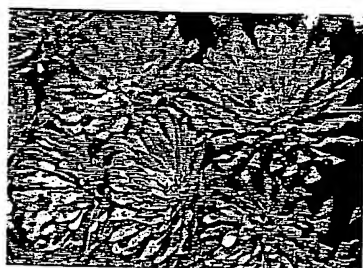
Lovebird



Rio dark



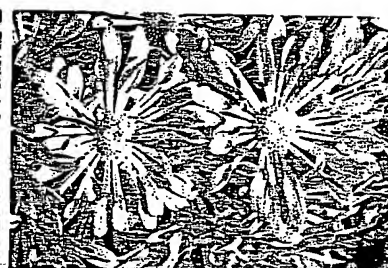
Skylark



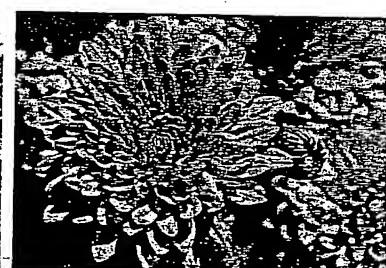
Kingfisher



Freya



Aurora pink



Oberon

Showmakers<sup>TM</sup> ★

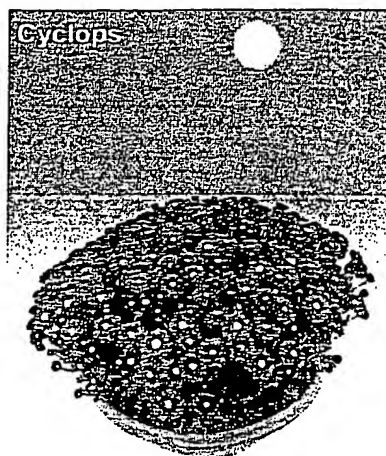
Grandiflora



Syllabus



Mithra

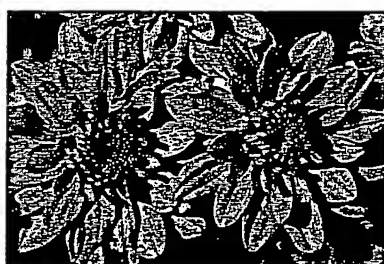


Cyclops

Jenny Wren



Cupido



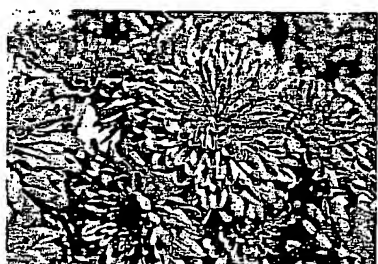
Delphi



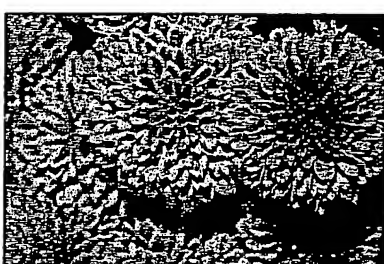
Lorikeet



Peacock VZ Royal



Sirena



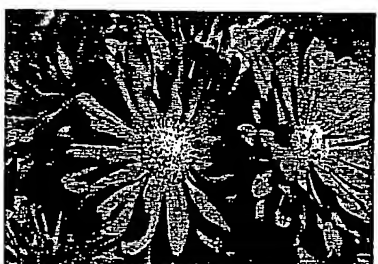
Adonis



Venus



Pluto



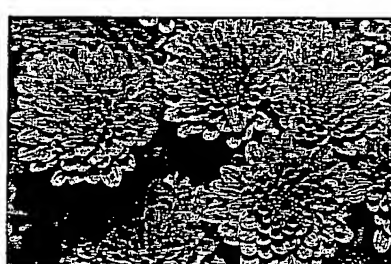
Gothic



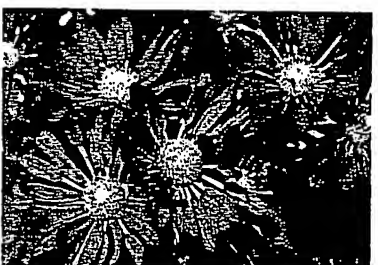
Hermes



Comedienne



Red Start



Aurora purple



Ibis



Nightingale



Jenny Wren crimson



When grown well, garden mums make such a beautiful crop. To be successful you should always make a plan and you must ask yourself the following questions.

How many garden mums will I be able to sell, in what size container, and most importantly at what profitable price? Please note, how many can I sell profitably is a much different question from how many can I produce?

Once you decide how many you will be able to sell, you must ask yourself, do I have enough space to produce this quantity of only high quality plants? Quality is so important to sell through. Producing too many plants too close together is one of the best ways to produce poor quality. Poor quality will eventually lead to a decrease in sales and profitability.

What color percentages and what flower forms will sell best for the season I am growing for, spring, summer, and fall?

What varieties work best and what do my notes tell me from last year's production? There is no excuse for not taking notes each year.

Once these important questions have been answered you might want to speculate on a 5 to 20 percent extra increase every year to keep your business growing.

## CONTAINERS

There are many size containers suitable for growing garden mums made from plastic, fiber, and wood.

- Cell-packs, 4" - 4.5" pots
- 5", 6", 6.5" azalea and specialty square pots
- 1 gallon, 2 gallon, 3 gallon nursery containers
- 8" x 5" mum pans
- 12" - 14" color bowls
- 6", 8" and 12" hanging baskets
- Novelty containers such as bushel baskets and wooden boxes.

## SOIL

There are many professional soil mixes available that will work for growing garden mums. If you mix your own soil, we suggest that you use a professional soil scientist to help make sure you get the mixture correct. They will analyze your water and match your soil chemistry to it. A well-drained mix is essential, but too light a mix may dry out too easily and not provide enough anchor and weight to support the crop, especially when the plants are being displayed for sale. The starting pH in a soil based mix should be 6.0 to 6.5 and in a soil less mix slightly over at 5.5 to 6.0.

## ROOTING AND PLANTING

Starting the crop correctly makes all the difference. If you are going to buy unrooted cuttings stick them as soon as possible. We suggest that you use a 72, 105, or 128 tray. A suggested beginning mist cycle is 16 seconds on every 16 minutes.



Flower testing at Royal Van Zanten in Nipomo

As the crop begins to root in about 7 days, gradually back off the amount of mist. Never let the cuttings dry out. Apply a 1200 ppm application of B-9 at about 7 days. Feed through the mist system at 100 ppm of 20-10-20 and irrigate the plants with a feed of 100 ppm starting after 1 week. Use mum lighting in this propagation phase. Four to six hours of 10 foot-candles from 10 p.m. to 4 a.m. will help prevent premature budding. Plant your rooted cuttings as soon as they are well rooted or as soon as you receive them. Do not hold cuttings in trays and allow them to become over rooted. Be prepared. Have all the pots filled and slightly moist. It is important that you plant the cuttings deep leaving approximately 1-1.5" above the soil. Irrigate immediately after planting with feed and never allow the crop to dry out in the first 2 weeks. Syringe the plants during the heat of the day. This is very important to help prevent premature budding.

## WHEN TO PLANT AND TIMING

Garden mums are short day plants and initiate flower buds in response to an interaction of day length and temperature. This critical initiation time varies between different climatic locations, but for a specific location is relatively the same from year to year. The time to flower from this critical initiation period for a particular variety is relatively fixed. Traditional Natural Season garden mums for fall are planted from May into early July. The time of year to plant depends on a number of factors: projected sales dates, the size of the pot, number of cuttings per pot, and local climatic conditions. For large finished plants with one cutting per pot, plant earlier. If you want a large plant with less crop time, plant more cuttings per pot a few weeks later. Smaller plants in smaller pots may be planted even later. There is a critical planting week for your local area that will be the last planting week after which planting will not make sense. It is essential that you keep good notes. For example if your 4.5" are consistently too big, first make sure you have selected the proper variety, and then decide if you selected the best planting week. Consider planting one week later next year.

If your 1 cutting 8" pans are consistently too small, again first make sure you have selected the proper variety, and then consider planting them one week earlier next year. After carefully evaluating your crop each year you will be able to fine-tune the planting time to produce consistent plant sizes that will flower in relatively the same time period each year.

### SHORT DAY TREATMENT USING BLACK CLOTH

Growing garden mums using mum lighting and black cloth is not that difficult and allows the grower to program the crop to flower any week of the year all year round (AYR). The most important thing is to make sure the plant is grown in long days to the proper size for the size pot it is planted in, before you put it into the short day period. If you are growing in cell-packs and small pots, you will not need many long days. If you are trying to grow larger pots, then the plant will need more long days before black clothing.

It is better to black cloth the crop until the buds are well-formed and almost ready to open. However, some growers only have enough black cloth area to cover part of their crop and will give a 4 week short day treatment to initiate buds and then move the crop back into the natural long days. Careful variety selection is necessary using this technique. Some cultivars need more than 4 weeks of short days for them to initiate, grow, and develop evenly.

Pulling a lightweight black plastic across the crop when



Trials at Sant greenhouses, Canada

### SPACING

Proper spacing is an absolute key to excellent quality. The proper spacing depends on the pot size and the desired finished product. Too tight a spacing promotes weak, stretched, poor quality plants. A grower should strive for excellent quality with the proper spacing.

- Cell-packs - No spacing
- 4"-4.5" pots may be spaced on 6 to 9 inch centers
- 5", 6", and 6.5" pots may be spaced on 10 to 15 inch centers
- 8", 1 gallon, 2 gallon containers may be spaced on 16 to 24 inch centers.

growing outside may be done to bring the plants in earlier. Some growers use supports and nylon wire slightly above the crop or simply lay the plastic right on the plants and hold it down along the edges with pipes, soil, or stones. This may not be that easy to manage if you get heavy rain or wind. We suggest that growing earlier varieties suited for your climate might be a better option.

### IRRIGATION AND FEEDING

Garden mums may be grown using overhead irrigation, sub irrigation, and drip methods. We feel that sub irrigation and drip work the best. Keeping the foliage dry helps to prevent spotting of the foliage and foliar diseases from getting out of control. Constant liquid feeding works very well using a 20-10-20 type of fertilizer at a rate of 200-350 ppm. Combination tank mix feeds of potassium nitrate, calcium nitrate, and ammonium nitrate may be used and growers should consult with their local soil and horticultural specialists for recipes. Slow release fertilizers in combination with liquid feeds may also be used, but are less predictable.

### PINCHING

There is a current trend to not pinch garden mums. It is true that many modern varieties do not need any pinching at all. They will pinch themselves by producing little premature buds that will not develop, but cause branching to occur. Not all varieties are the same however. A good grower should inspect his crop to see if any of the cultivars need pinching. One pinch after 14 to 21 days of growth or no pinch is sufficient with today's modern varieties.

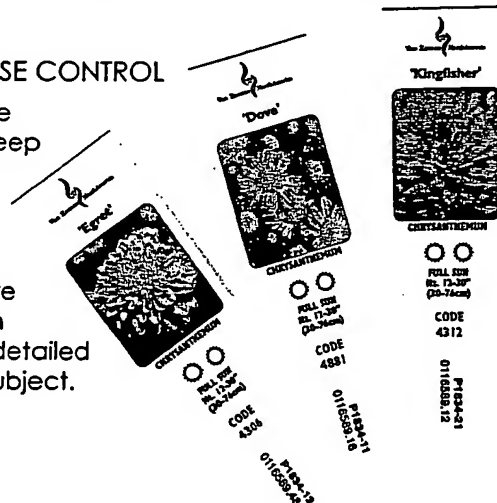
### GROWTH REGULATORS

B-Nine for height control has been used for decades, is the preferred chemical, and does improve the quality of a mum crop. Use a rate of 1200 to 2500 ppm as needed, starting when the plants are growing well and the side shoots are 3-4 inches long. However, for most outside garden mum growing it is not necessary. Selection of varieties, proper planting date, and pinching are good alternatives to consider before relying too heavily on expensive applications of B-Nine.

Bonzi is a very effective chemical and takes more skill to apply correctly. A 2 ppm drench when the plants are at the desired finish height will stop the growth. Growers must be extremely careful when using Bonzi and we do not recommend it. Florel has been used to promote branching and prevent premature budding and it is very effective. Florel does delay flowering. A rate of 300-500 ppm may be used. Different varieties respond differently and a grower must be careful and have experience with Florel application. New varieties do not need Florel applications if a grower waters and feeds properly.

### INSECT AND DISEASE CONTROL

Preventive sprays are recommended to keep pesky little problems from developing into crop losses. The OFA "Tips on Managing Floriculture Crop Problems" is an excellent source of detailed information on this subject.

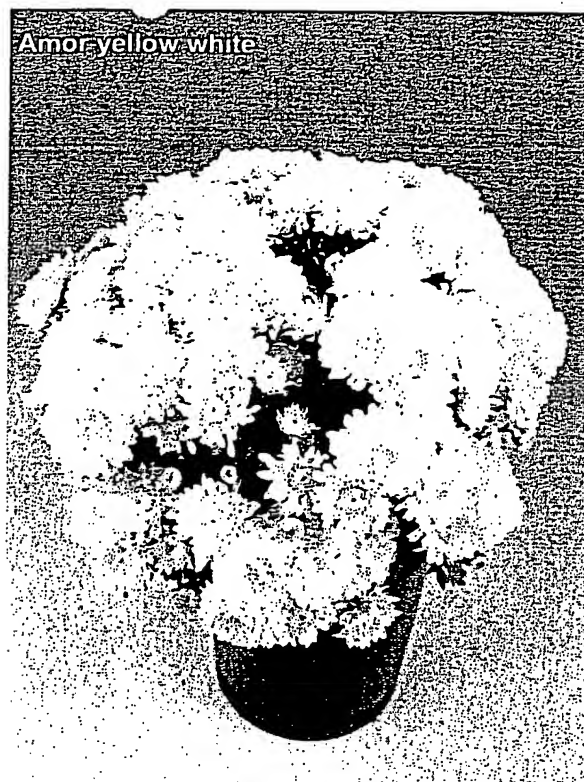


Tags are available for our Showmaker-varieties.

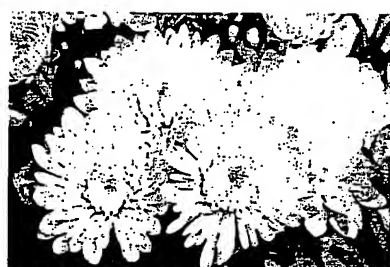
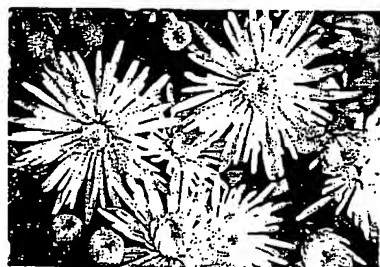
**Grandiflora**  
**Multiflora**  
**Multimini**

lame	Color	Type	Series	Page	Name	Color	Type	Series	Page
<b>Very Early</b>					<b>Medium continued</b>				
Odin	White	Daisy	Grandiflora	7	Unicorn	White	Button	Multiflora	6
Minerva	White	Decorative	Grandiflora	7	Odysseus	White	Decorative	Grandiflora	7
Ossa	White	Decorative	Grandiflora	7	Starlet white	White	Daisy	Multimini	5
Anthus	Yellow	Daisy	Grandiflora	7	Juno	Yellow	Daisy	Multimini	5
Thetis	Yellow	Decorative	Grandiflora	7	Phoebe	Yellow	Daisy	Multimini	5
Love bronze	Bronze	Daisy	Multimini	5	Amor yellow/white	Yellow	Decorative	Grandiflora	15
Helios	Bronze	Daisy	Grandiflora	7	Cronus	Yellow	Decorative	Multiflora	6
Argos	Orange	Decorative	Grandiflora	10	Gold Finch	Yellow	Decorative	Multiflora	6
Iledea	Salmon	Daisy	Multiflora	6	Starlet bronze	Bronze	Anemone	Multimini	5
Love	Pink	Daisy	Multimini	5	Echo	Bronze	Daisy	Grandiflora	7
Adonis	Purple	Decorative	Grandiflora	11	Fame	Bronze	Daisy	Grandiflora	7
Cupido	Purple	Decorative	Grandiflora	11	Luna	Bronze	Decorative	Grandiflora	7
Early					Lovebird	Salmon	Decorative	Grandiflora	10
Aurora white	White	Daisy	Grandiflora	7	Oberon	Salmon	Decorative	Grandiflora	10
Lockatoo	White	Daisy	Grandiflora	7	Starlet coral	Coral	Daisy	Multimini	5
Asen	White	Daisy	Grandiflora	7	Amor dark pink	Pink	Decorative	Grandiflora	15
Starlet ivory	White	Daisy	Multimini	5	Amor pink	Pink	Decorative	Grandiflora	15
Itan	White	Daisy	Multiflora	6	Ceres	Pink	Decorative	Grandiflora	10
Gret	Cream	Decorative	Grandiflora	7	Medusa	Pink	Decorative	Multiflora	6
Starlet pink					Starlet blush	Pink	Daisy	Multimini	5
Firecracker	Yellow	Daisy	Grandiflora	7	Starlet pink	Pink	Daisy	Multimini	5
Starlet yellow	Yellow	Daisy	Multimini	5	Syllabub	Purple	Anemone	Grandiflora	11
Pastor	Yellow	Decorative	Grandiflora	7	Amata	Purple	Decorative	Multiflora	6
Gold Crest	Yellow	Decorative	Multiflora	6	Venus	Purple	Decorative	Grandiflora	11
Highhawk lemon	Yellow	Decorative	Multiflora	6	Jenny Wren crimson	Maroon	Decorative	Grandiflora	11
					Mithra	Maroon	Decorative	Grandiflora	11
Luna	Bronze	Decorative	Grandiflora	10	Nightingale	Red	Button	Grandiflora	11
Leadrunner	Bronze	Decorative	Grandiflora	10	Cyclops	Red	Daisy	Grandiflora	11
Hor	Orange	Decorative	Grandiflora	10	Manakin	Red	Decorative	Multiflora	6
Reya	Salmon	Decorative	Grandiflora	10	Peacock VZ Royal	Red	Decorative	Grandiflora	11
Mor coral	Coral	Decorative	Grandiflora	15					
					<b>Late</b>				
Aurora pink	Pink	Daisy	Grandiflora	15	Sandpiper	Cream	Decorative	Grandiflora	10
Bothic	Pink	Daisy	Grandiflora	11					
Each Light	Pink	Daisy	Grandiflora	10	Feniks	Bronze	Decorative	Grandiflora	7
Highhawk	Pink	Decorative	Multiflora	6	Kingfisher	Bronze	Decorative	Grandiflora	10
					Mars	Orange	Daisy	Multiflora	6
Aurora purple	Purple	Daisy	Grandiflora	11	Follies	Pink	Button	Multiflora	6
Elphi	Purple	Decorative	Grandiflora	11	Rio Dark	Pink	Decorative	Grandiflora	10
Ermes	Purple	Decorative	Grandiflora	11	Skylark	Pink	Decorative	Grandiflora	10
Irena	Purple	Decorative	Grandiflora	11					
Jenny Wren	Red	Decorative	Grandiflora	11	Allegro	Purple	Button	Multiflora	6
Luto	Red	Decorative	Grandiflora	11	Ibis	Purple	Decorative	Grandiflora	11
					Lorikeet	Purple	Decorative	Grandiflora	11
Medium									
Mor Spider white	White	Decorative	Grandiflora	15	Commedienne	Red	Anemone	Grandiflora	11
Mor white	White	Decorative	Grandiflora	15	Red Start	Red	Decorative	Grandiflora	11

Response Listing—Showmakers

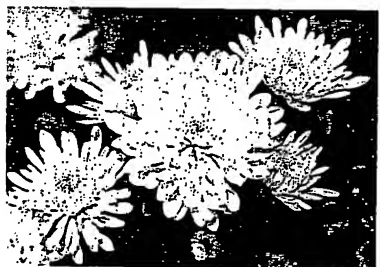


Don't forget, the Amor -  
family also make fantastic  
Spring mums !

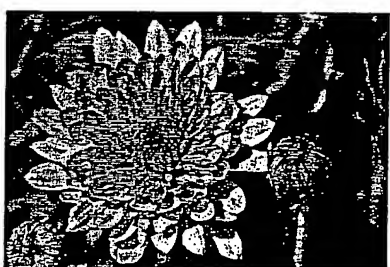


Amor spider white

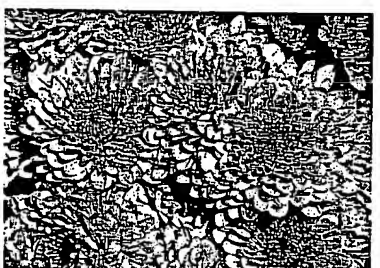
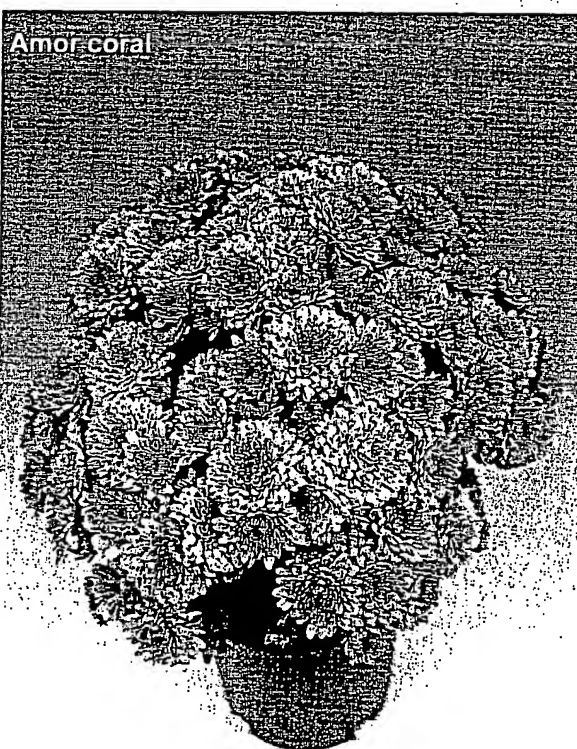
Amor white



Amor yellow white



Amor coral



Amor pink



Amor dark pink

AMOR is a splendid family of attractive  
decoratives. A true family, that guarantees  
uniformity and easy growing.

**Showmakers™**  
Grandillora

*A*mor-family



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# BallSeed®



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surprising nature

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Ball Seed has some great news to share with their customers. We will now be able to provide our customers with new, exciting and exclusive Pot, Cut and Garden Mum varieties from Van Zanten North America.

*Van Zanten is the worldwide leader in Mum breeding, production and distribution.*

*In July 2000, Van Zanten started a new venture in Nipomo, California. Nipomo was selected because of its unique climate to provide you the best possible quality cuttings year round. In cooperation with 2 world famous breeders, CBA from the Netherlands and Cleangro from the United Kingdom, Van Zanten North America will be introducing exclusive and extensive "State of the Art" product lines in cut, pot and garden mums.*

The Garden Mum catalogue is just bursting with new introductions: these were especially created and tested for the North American market and growing conditions. The Showmakers of Van Zanten are divided into 3 groups: Grandifloras, Multifloras and the Belgian Multiminis. This will make it easy for you to chose the varieties that will suit your needs.

Share in the excitement. Ordering your Van Zanten North America Mums from Ball Seed is easy on Webtrack at [www.ballseed.com](http://www.ballseed.com). Or fax your order in to our Customer Service at 1-800-231-0370.

Call your Ball Seed salesrep for more information, and you can always reach us at 1-800-879-BALL.

Diane Surette  
Product Manager, Chrysanthemums  
Ball Seed co.

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